HIGHER HOTEL INSTITUTE CYPRUS

Module Description 2019/20

Module Title : Statistical Analysis and Research Methods
Module Code : CACM 201
Programme of Study/Year of Study : Culinary Arts / Year 2

Group :	CA II	**Semester :**	Fall
Number of Hours Taught :	2 periods per week	**ECTS :**	3

Instructor:	George Prokopiou		
Office Hours:			
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Pre-requisite(s) : No previous background required

Module Rationale

The module is designed to introduce students to the concepts and principles of statistical analysis and research. Students learn how to collect, process and statistically analyse data, and produce results that can assist them in drawing the right conclusions and making educated decisions.

Aims

The course aims to assist students in both their academic work as well as their future management careers. Students are exposed to the different types of research, their advantages and disadvantages and the various research methods and techniques used. Through this module the students learn how to perform statistical analysis using contemporary computer software.

Intended Learning Outcomes

With the successful completion of the course, participants will be able to:

- Properly design a procedure to conduct a market research
- Collect and evaluate data and/or information
- Interpret the results of a market research

Get the most efficient decisions based on the results of the statistical analysis

Delivery Methods:

Lectures, real life examples, discussion, using statistical software (Excel), group work and presentations

Assessment:

Project: 30%
Midterm Exam: 20%
Coursework: 20%
Final Exam: 30%

Module Requirements

Refer to the students' manual for the module requirements.

Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	03/10	INTRODUCTION TO STATISTICAL ANALYSIS AND RESEARCH METHODS • What is statistical analysis? • Usefulness of the course in the field of culinary arts • Philosophy and characteristics of the lesson • Applied examples of statistical analysis and research methods • What is research? • Reasons for undertaking / not undertaking a research • Steps to follow for a correct research • What are data and where are they found? • Quantitative / qualitative data	Lecture Notes

2.	07/10-10/10	TYPES OF RESEARCH
		• Primary research
		  ○ Disadvantages/Advantages
		  ○ Methods and sources of primary data collection
		• Secondary research
		  ○ Disadvantages/Advantages
		  ○ Methods and sources of secondary data collection
			Lecture Notes

3.	14/10-17/10	STRUCTURE OF A QUESTIONNAIRE
		• Questionnaire
		  ○ Types of questions (open/closed)
		  ○ Types of measurement scales
		  ○ Examples of correct and incorrect questions
		• Personal interviews
		  ○ Structured
		  ○ Unstructured
		• Other methods of collecting data
			Lecture Notes

Week	Dates	Topics to be Covered	Reference Chapter / Material

4.	21/10-24/10	SAMPLING
		• Choosing a suitable sample
		• Types of sampling
		  ○ Probability sampling
		  ○ Non-probability sampling
		• Examples of sample choices and sampling methods
			Lecture Notes

5.	31/10	ETHICAL ISSUES AND DATA COLLECTION ERRORS • Analysis of the major ethical problems in a research • What an information sheet should include • Errors occurring from researches/respondents	Lecture Notes
6.	04/11-07/11	MIDTERM EXAMINATION / GROUP PROJECT • Midterm Exam • Description of group project • Case study	Lecture Notes
7.	11/11-14/11	INTRODUCTION TO STATISTICAL ANALYSIS • Mean • Median • Mode • Range • Applied Examples	Lecture Notes

8.	18/11-21/11	INTRODUCTION TO STATISTICAL ANALYSIS
		• Variables
		• Percentages
		  ○ How they are calculated
		  ○ Examples from graphs
		• V.A.T
		• Frequency and Percentages Tables
			Lecture Notes

9.	25/11-28/11	INTRODUCTION TO STATISTICAL ANALYSIS
		• Graphs
		  ○ Bar graph
		  ○ Histogram
		  ○ Pie Chart
			Lecture Notes

10.	02/12-05/12	USING EXCEL
		• Using the EXCEL software
		  ○ Data Input
		  ○ Graph construction
		  ○ Interpretation of the results
			Lecture Notes
			Statistical software

11.	9/12-12/12	PRESENTATION OF GROUP PROJECT	Lecture Notes Statistical software
12.	16/12-19/12	REVISION	Lecture Notes
13.	09/01	REVISION	Lecture Notes

Essential Reading

Lecture Notes

Additional Reading

Χρήστου, Ε. (1999). *ΕΡΕΥΝΑ ΤΟΥΡΙΣΤΙΚΗΣ ΑΓΟΡΑΣ* (1st ed.). Αθήνα: Interbooks.
Bryman, A., & Bell, E. (2011). Business research methods (3rd ed.). Cambridge: Oxford University Press.